



BEHIND THE SMILE: INVESTIGATING GENDER-SPECIFIC ATTITUDES TOWARDS ORAL HEALTH HAZARDS OF TOBACCO IN A SELECTED COMMUNITY OF CHHATTISGARH, INDIA

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ABSTRACT

This study has described the gender specific attitude towards the oral health hazards of tobacco use in rural areas. The primary data has been analysed with the help of the quantitative data analysis method. It can be observed that the influence of others has worked as a force behind the consumption of tobacco-based products. The research has also indicated that influence of others has been a major reason for which both males and females have started consuming Tobacco.

1. INTRODUCTION

The increase in oral health hazards can be noticed due to the extensive use of Tobacco in rural areas [1]. Gender specific attitudes are different towards the use of Tobacco in the selected areas. Investigating these attitudes can be considered as important for understanding the specific strategies which can be applied in order to reduce the consumption of Tobacco. In this current study, the attitude of males and females towards the consumption of Tobacco will be analysed through using the data collected from rural areas of Chhattisgarh, India.

1.1 Aims and Objectives

Aims

The aim of this study is to understand the gender-specific attitudes of Males and Females towards the consumption of Tobacco in the rural area of Chhattisgarh.

Objectives

- To investigate the way, they have been addicted to the consumption of Tobacco based products.
- To analyse the form of Tobacco is mainly consumed by the males and females residing in Chhattisgarh, India.
- To evaluate the attitude of males and females towards oral health hazards

1.2 Research Questions

- How the males and females have been addicted to the consumption of tobacco-based products?
- What form of Tobacco is mainly consumed by the males and females residing in Chhattisgarh, India?
- What is the attitude of males and females towards oral health hazards?

2. LITERATURE REVIEW

2.1 Overview of Oral Health Hazards

There are several oral health hazards such as dental caries, oral cancer, periodontal disease and many other diseases associated with the use of tobacco. Smoking cigarettes or consuming any other form of tobacco can cause severe oral health hazards [2]. It is essential to consult dental professionals regularly for people who consume tobacco to prevent oral health hazards. They need to take expert advice so that they can quit or reduce consuming tobacco as well.

Specifically, in India, oral health hazards include a range of issues that can affect the total population. Dental caries, oral cancer is some of the major issues which can be mainly seen in the rural areas of India. In India, there is also a high rate of oral cancer connected to the use of tobacco in all forms including smokeless and smoking products [3]. Some health diseases like Diabetes and others can also intensify the risk of oral health and delayed wound healing. The rural areas of India also face some oral health hazards such as dental caries, periodontal disease and others due to lack of access to oral healthcare services. Overall, in rural areas the consumption of Tobacco can severely affect the people as they do not have access to the proper dental care strategies and interventions. Consumption of Tobacco can be considered as one of the prime reasons why the people of rural India face most of the problems relating to oral health.

2.2 Level of Knowledge about Tobacco consumption in rural areas of India

Tobacco consumption can be considered as a serious health concern in the rural areas of India. In Indian rural areas, tobacco consumption is more prevalent than the urban areas of India. Understanding the knowledge of tobacco consumption in those rural areas is crucial to develop effective interventions and reduce the harmful effect and the associated risks. Several previous researches indicate that in India the knowledge about the effect of Tobacco consumption is relatively low [4]. Various factors can be considered as important such as cultural norms, socioeconomic status and others which influence the use of Tobacco. Among them all, an important factor is the lack of knowledge which influences the use of Tobacco. Additionally, low literacy is also another factor which contributed to the lack of knowledge.

2.3 Form of Tobacco consumption in the rural areas of India

In rural India, the consumption of Tobacco takes different forms reflecting the cultural, social and economic factors. Smoking, chewing, and application of Tobacco in the form of snuff are the most common ways of consumption. In many rural communities, these practices are dependent on the traditional customs and rituals followed by different rural communities of India. Often it is seen that Tobacco consumption is a social activity and consumed in leisure time. The use of bidi is one of the most widespread forms of consumption due to its affordability and availability in those rural areas [5]. Another form of consumption is the use of Gutka, khaini or paan with tobacco. Snuff-taking is another form where the tobacco is inhaled through the nose and it is common in certain communities of India.

3. METHODOLOGY

The tools and techniques that are used in this research are discussed and justified in this section. This research has followed the Positivism Research Philosophy, Conclusive Research Design and Deductive Research approach. These techniques are employed in this study as it will help in getting accurate results for these particular research objectives.

3.1 Research Philosophy

“Positivism Research philosophy” is one of the scientific methods which is believed to be the most relevant way of gaining knowledge about something [6]. This research philosophy is chosen in this current study due to the fact that it will use statistical analysis to analyse the collected dataset and reach a conclusion about this particular topic. It will help to analyse the knowledge, attitude of men and women towards consuming Tobacco. The causal relationship between tobacco consumption and the factors behind that has been analysed through employing this research philosophy. Overall, the scientific authenticity of the results derived from the analysis can be validated through implying the strategies suggested by the research philosophy. Along with the philosophy, conclusive research design has also been used in this study which has helped in generating quantitative results and reaching conclusions about this particular topic. This conclusive research design has basically helped in reaching a conclusive decision about the knowledge and attitudes of males and females regarding the use of tobacco.

3.2 Data Collection Method

The “Primary Data Collection Method” has been chosen for this research. This method of data collection comes with several advantages within the research as it will help to collect the data from first-hand sources [7]. Primary data is more trustworthy and reliable than secondary data as the researcher gathers this data from scratch. This data is more up-to-date as it is especially collected for this research purpose. The research has not employed secondary data as this data is previously collected and cannot be as reliable and accurate as primary data. One of the major methods of this data collection method is that it can assist in gathering particular information for the purpose of accomplishing the objective.

3.3 Data Analysis Method

The “Quantitative Data Analysis Method” has been employed within this research as it can help in obtaining an accurate outcome from this research. This method of data analysis has several advantages as primary data analysed with this method of data analysis can help in providing accurate outcomes. This analysis strategy includes numerical results which can derive conclusions for particular research [8]. Along with that, this method of data analysis deals with the facts and is verifiable. Moreover, quantitative data analysis can analyse a huge amount of data quickly. Qualitative data analysis has not been employed in this research as this method is not verifiable and cannot provide as accurate an outcome as quantitative analysis can provide.

3.4 Research Approach

The “Deductive Research approach” has been taken in this study which starts with general theories and ideas and ends with framing down to a narrow conclusion and observations. Deductive approach is generally associated with quantitative research methods which can help to reach conclusions regarding the topic. This approach will help in structuring the study in an appropriate way which will find the conclusion of the topic. This current research is revolving around understanding the gender-specific attitude towards the consumption of Tobacco in the rural areas of India.

4. ANALYSIS AND DISCUSSION

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Mean	1.542169	1.31	1.288577	1.208	1.256	1.32	1.186	1.248	1.26	1.364	1.134	1.302	1.196	1.148	1.114	1.058	0.976	0.888	0.762575	0.612
Standard Error	0.028399	0.03016	0.036355	0.034697	0.033093	0.035969	0.036681	0.035994	0.036379	0.035911	0.035364	0.037742	0.037389	0.036863	0.036175	0.036878	0.03489	0.033959	0.035116	0.032202
Median	2	1	2	1	1	2	1	1	1	2	1	2	1	1	1	1	1	1	1	0
Mode	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	0	0
Standard Deviation	0.63375	0.674396	0.812113	0.775848	0.739972	0.804297	0.820213	0.804855	0.813464	0.80299	0.790756	0.843932	0.836051	0.824291	0.808896	0.824619	0.780155	0.759348	0.782861	0.720065
Sample Variance	0.401639	0.45481	0.659528	0.60194	0.547559	0.646894	0.672749	0.647792	0.661723	0.644794	0.625295	0.71222	0.698982	0.679455	0.654313	0.679996	0.608641	0.576609	0.612871	0.518493
Kurtosis	0.031929	-0.78729	-1.25073	-1.24782	-1.06436	-1.16055	-1.42593	-1.29767	-1.30621	-1.04174	-1.36236	-1.31657	-1.46644	-1.47397	-1.44185	-1.52175	-1.35422	-1.2441	-1.23901	-0.75016
Skewness	-1.06383	-0.46548	-0.57342	-0.37883	-0.44807	-0.643	-0.35566	-0.479	-0.50964	-0.75183	-0.24267	-0.61849	-0.38168	-0.28078	-0.21062	-0.10815	0.041841	0.190151	0.443725	0.7349
Range	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Minimum	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Maximum	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Sum	768	655	643	604	628	660	593	624	630	682	567	651	598	574	557	529	488	444	379	306
Count	498	500	499	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	497	500
Confidence Level(95.0%)	0.055797	0.059256	0.071428	0.06817	0.065018	0.07067	0.072068	0.070719	0.071475	0.070555	0.06948	0.074152	0.07346	0.072427	0.071074	0.072455	0.068549	0.06672	0.068995	0.063269

Figure 1: Descriptive statistics
 (Source: MS Excel)

Quantitative strategy has been implied in this study to apply statistical analysis and understand the gender specific attitudes towards the hazards of oral health. Descriptive statistics is used in this analysis in order to summarize the dataset through deriving the mean, median and mode [9]. In this current research, this mean value has worked as a measure of central tendency which simply helps in deriving the average of a given data set. The minimum mean value is 0.612 and the maximum value is approximately 1.54. On the other hand, the maximum standard deviation value is approximately 0.37 and the lowest standard deviation value is 0.28. Overall, through analysing the mean, median and mode, a concise summary of the dataset can be derived about the gender-specific attitudes towards tobacco consumption.

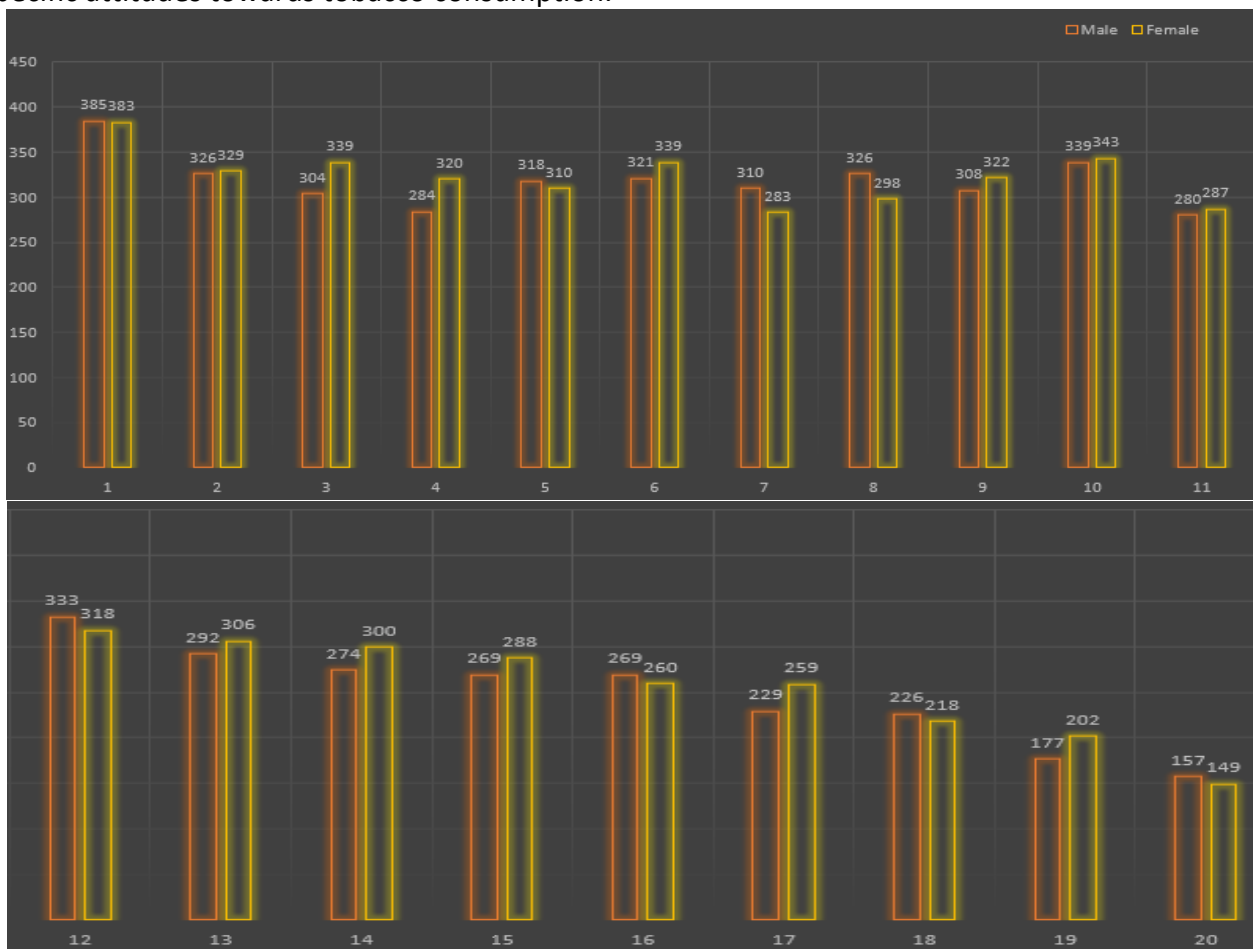


Figure 2: Attitude of participants regarding Tobacco Consumption
 (Source: MS Excel)

The marks obtained in the attitude portion of research have also been determined in this study. 385 points have been obtained by male in understanding tobacco as the cause of discoloration of tooth and gum and on the other hand, 383 points have been obtained by females in the same. It can also be determined that 318 points have been obtained by male and 310 points have been obtained by females regarding the statement that parents who smoke are better. It has also been obtained that 333 males have obtained the point that second hand smoking can affect children and other people and 318 points have been obtained by females in thinking that second hand smoking might affect children.

Another question was asked regarding the pictorial warning which are given over the package of cigarette and bidi can reduce the smoking habit of the people of rural areas. It can be interpreted from the above image that 269 points have been obtained by males regarding this and along with them, 260 points have been obtained by the female participants. Another statement was that in case people think smoking makes them cool or they try to fit in with the environment through smoking. It can be seen that in that 339 points have been obtained by the female in this statement and females have obtained 343 points that indicate females do feel cool or they smoke when they are trying to fit in with the environment.

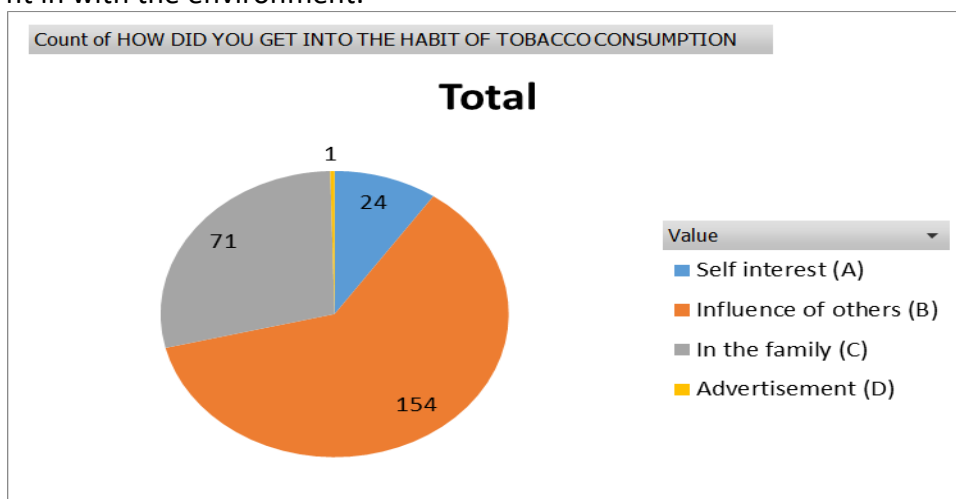


Figure 3: The way males have gotten into the habit of Tobacco consumption
(Source: MS Excel)

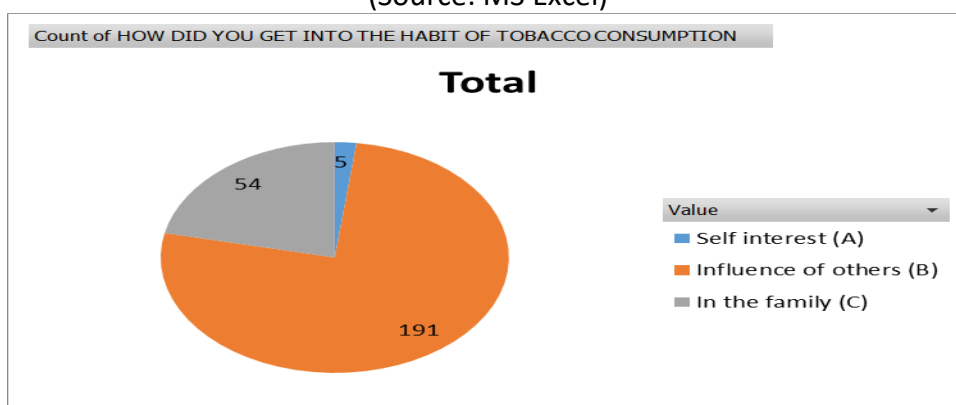


Figure 4: The way females have gotten into the habit of Tobacco consumption
(Source: MS Excel)

The demographic data has also been analysed in this current study in which it has been determined the way male and female both have gotten into the habit of Tobacco consumption. It can be interpreted that 154 participants among 250 males have given influence to others as the cause which has forced them to consume Tobacco. 191 participants among 250 females have also given

the same cause which has influenced them to consume tobacco. Overall, the influence of others can be considered as one of the major reasons which has forced both males and females to consume tobacco.

It is noticeable that there are frequent factors that contribute to the consumption of tobacco among males and females. Influence of others is the most common reason that led them to the habit of tobacco consumption. Apart from that, self-interest and in the family are the other factors that lead to the tobacco consumption. Hence, the influence advertisements are very minimal in the case of males while advertisement does not influence females to consume tobacco at all.

CONCLUSION

It can be stated from the primary data collection and quantitative analysis that the attitude towards the consumption of Tobacco in rural areas is similar among males and females. To conclude, this research has the future scope to provide knowledge to researchers about the awareness and attitude of the males and females in consuming Tobacco in their daily life. It has also been determined that both males and females share similar knowledge regarding tobacco consumption. Therefore, it is important to apply strategies and intervention methods which can help in educating all the peoples residing in rural areas to reduce the consumption of Tobacco in their daily life.

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